

PRODUCT DISPLAY RACK

Abstract of Disclosure

A display rack including a plurality of subassemblies which are removably stackably arranged one on top of the other to achieve a particular display rack height. Each subassembly includes a plurality of upright support members and a plurality of shelf members which are adjustably positionable between a substantially flat horizontal orientation and a gravity feed orientation. Each shelf member includes a removably attachable product organizer member which cooperates with the respective shelf members to align and guide products positioned thereon within segregated product channels. The present display rack may also include a plurality of side shelf members which are removably attachable to the side portions of each of the subassemblies for providing additional shelf space, and the present display rack may include a header assembly which is removably attachable to the upright support members associated with the uppermost subassembly forming the present display rack.